

2026 SOCIAL MEDIA TOOLKIT

Social Media Toolkit

Stay Connected, Share Our Impact

Staying informed and engaged with United Way of East Central Iowa's (UWECI) content allows your company to showcase its commitment to your community.

UWECI uses social media to show United Way as a community connector and to tell our story as a way to engage with our community and supporters. Our goal is to inspire our community to get involved VIA (through volunteering, investing, and advocating) United Way.

Follow Us



Facebook – United Way of East Central Iowa



Instagram - @UWECI



LinkedIn – United Way of East Central Iowa



TikTok - @UWECI



YouTube – UWECI

Enhance Your Campaign Through Social Media

- Tag **@UWECI** in social media posts
- **#UnitedIsTheWay** is our campaign hashtag
- Use Instagram stories or Facebook stories to share teasers for upcoming activities/events and offer behind the scenes looks at the action at your company during campaign season
- Upload a photo or video to one of your social media platforms of someone telling a story about why they are investing with United Way
- Touch base with your company's social media manager about your campaign activities and key moments to capture



2026 SOCIAL MEDIA CONTENT



Sample Social Media Posts

*Posts are specific to Facebook and LinkedIn. All social posts posted on Instagram will need the link removed and customized further.

*Feel free to use the provided copy or customize to your workplace culture!

Campaign Kickoff Social Post:

P1: We're excited to kick off our United Way workplace campaign here at [company name]! Together, we'll have the opportunity to support local families, strengthen our community, and make a lasting impact across East Central Iowa.

*Share an image from Campaign Kickoff

Mid Campaign Social Post:

P1: Our team is enjoying this year's United Way campaign by coming together to support our community. Thank you to everyone participating and helping make our campaign a success!

*Share an image from Campaign Kickoff or any special events.

After Campaign Post:

P1: What an incredible campaign!

Thank you to everyone who helped make our United Way workplace campaign a success. We're proud to partner with @UWECI and invest in programs and services that strengthen our community. We believe United is the Way to a thriving community!

*Share any data from your workplace campaign



2026 SOCIAL MEDIA GRAPHICS

Workplace Campaign Announcement



Leadership Testimonial



Meet Our Campaign Coordinator



[CLICK HERE TO ACCESS THE CANVA TEMPLATE](#)